

## **JOB DESCRIPTION**

### **Medical Representative – Mechelen region**

#### **POSITION PURPOSE**

Promotion of Heel medications to well-selected target MDs and target partnership pharmacies. Scientific sales approach with a main accent on medical education and customer relationship.

Achieve sales objectives in line with Heel's overall compliance policy, through:

- Implementing business and sales plans at territory level
- Ensuring that territory and administrative systems (CRM) are maintained and updated to ensure an accurate record of territory is available at all times
- Being a Heel ambassadors towards the customers
- Providing the organization with field information
- Proactively implementing and updating a personal development plan in order to develop himself/herself further within current role

# ESSENTIAL DUTIES AND RESPONSABILITIES

## 1. Business knowledge

Obtain knowledge of external and internal environment in order to enable design and implementation of territory sales plan to achieve business objectives:

- Heel products, strategies, skills and organization.
- Customers' needs and interests
- Competitors
- Colleagues' activities

### Heel products, strategies, skills and organization

- Understand Heel's regional and territory's business objectives and strategies through participating in Cycle and Sales Meetings
- Continuous updating of the current medical and promotional knowledge of the products in accordance with the determined learning objectives via training, literature, internal memos of the concerned products
- Continuous improving of selling, communication, technical...skills

### Customers' needs and interests

- Inquire about customer's potential, needs, attitudes to treatment, preferences for drug treatment, response on Heel activities
- Establish and develop professional relationship with customers
- Build a constructive and effective external network

### Competitors

- Updating of the most important competitors, products and activities
- Positioning of competitors promotional products in the territory, their organizational structure and strategies, their weaknesses and strengths, costumers reaction on their activities...

### Colleagues' activities

- Close cooperation with the district manager of the region
- Share information with other representatives in order to enhance market knowledge

## 2. **Strategy Development in collaboration with the District Manager**

- Analyze available information concerning the territory conclusions
- Proceed to an analysis in order to identify the key success factors for achieving the sales objectives in the respective territory
- Classify the customers following different criteria and received information in order to segment the territory in target groups and to clean up the files of target groups regularly
- Fix specific objectives for the different segments and target groups and set priorities
- Evaluate and interpret sales results of own products and territory
- Evaluate all activities based on ROI

## 3. **Strategy Implementation**

Execute the Sales Action Plan

- Execute the visiting plan to determined targeting, coverage and frequency targets
- Build relationships with target customers to gain product endorsement to generate sales
- Manage multiple tasks and projects at the same time in accordance with the deadlines and objectives as stated in the Sales Action Plan
- Provide the customers with the needed information and services

Provide the organization with relevant information

- Transmit visit reports on a daily basis via the CRM system.
- Give complete, comprehensible and accurate feedback containing all significant events in the territory (customers attitude, competition activities...)
- Openly share information with the other representatives, Sales Manager, District Manager, Product Manager...
- Active participation during the Sales meetings, Cycle meetings
- React timely and promptly via mail on questions and answers
- Immediately inform Regulatory Affairs Department about side effects and cc. Medical, Scientific & Educational Department.

## 4. **Territory management**

- Targets = MDs and pharmacies
- Organise & attend a fixed number of "events" focussing on the company's strategic intent
- Act in line with the principle "I am the manager of my region"

## **QUALIFICATIONS / KNOWLEDGE/EXPERIENCE**

Level of education:	Higher education preferable in science, paramedical, economics.
Experience:	Preferable a couple of years as a medical representative within the GP market and OTC business
IT Skills:	Knowledge of the basic computer programs (Excel, Word).
Languages:	Fluent in the language of the territory + good knowledge of written English enabling understanding of scientific literature and basic understanding of spoken French

## **COMPETENCIES / BEHAVIOURS**

- Excellent communication skills.
- Drive for results: the drive to put energy into achieving results and take actions to exceed goals. Striving for continuous improvement.
- Planning and prioritizing: ability to identify needs to be done and to develop an appropriate action plan in order to accomplish an objective and to monitor progress against it. This includes the ability to organize resources, identify and prioritize key issues.
- Customer service: anticipate the needs and expectations of customers.
- Able to cope with stress and change.
- Enthusiastic.
- Impact and influence: the ability to convince, persuade others to a point of view.
- Listening skills.
- Teamwork and co-operation: the willingness to work co-operatively and supportively with your colleagues. Developing positive, open working relationships in order to solve problems and to achieve business goals.
- Involvement with the vision & mission of Heel Belgium